

MAKE

BELIEVE
Seattle



MAKE BELIEVE
SEATTLE
A GENRE FILM FESTIVAL

2024 SPONSORSHIP DECK

ABOUT MAKE BELIEVE

MAKE BELIEVE SEATTLE WAS FOUNDED IN 2022, AND IS THE PACIFIC NORTHWEST'S ONLY FILM FESTIVAL DEVOTED TO THE WEIRD, WILD, AND WONDERFUL STORIES PRODUCED BY GENRE FILMMAKERS FROM AROUND THE GLOBE.

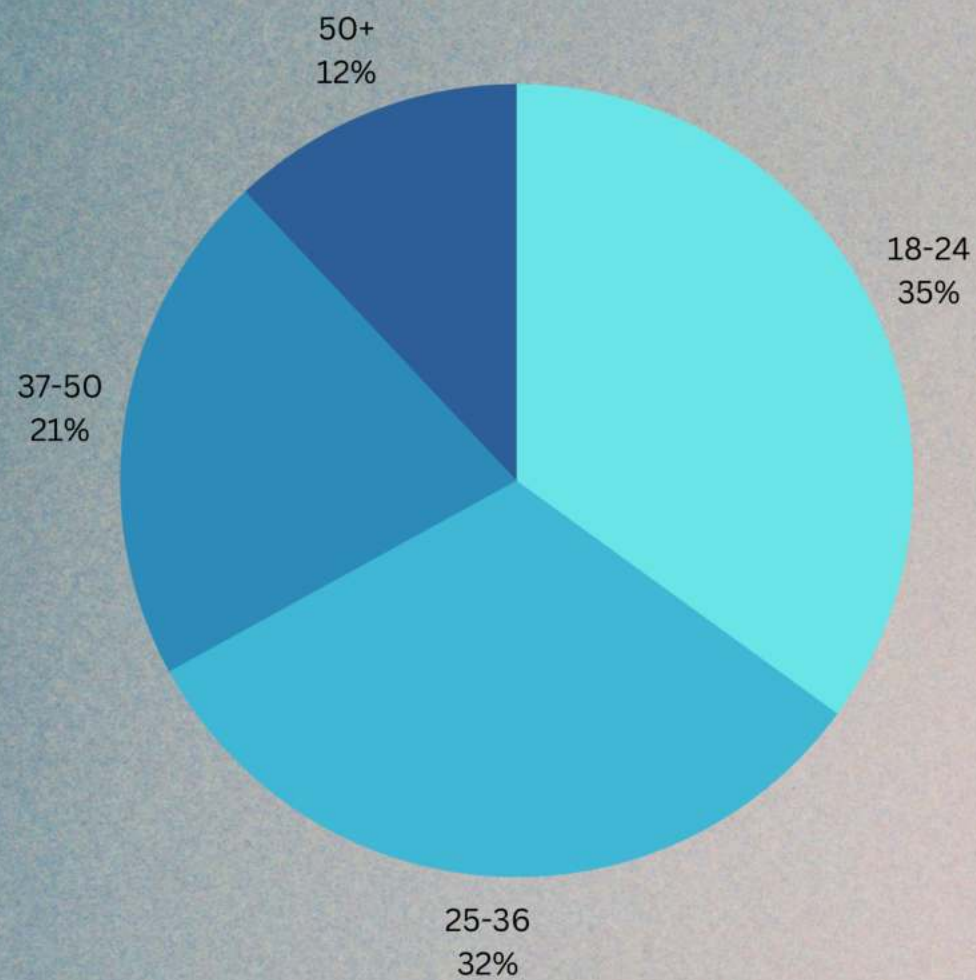
THE BLANKET TERM 'GENRE' CONSTITUTES STORIES THAT DEAL IN HEIGHTENED VISUALS AND IMAGINATION. THIS CAN AND DOES INCLUDE: HORROR, SCIENCE FICTION, FANTASY, ANIMATION, THRILLER, MARTIAL ARTS, AND MUCH, MUCH MORE!

FOUNDER AND LEAD PROGRAMMER BILLY RAY BREWTON HAS OVER 15-YEARS OF GENRE EXPERIENCE, HAVING WORKED FOR LOS ANGELES FILM FESTIVAL, SLAMDANCE, SKYLINE INDIE FILM FESTIVAL, CHATTANOOGA FILM FESTIVAL, AND FANTASTIC FEST.

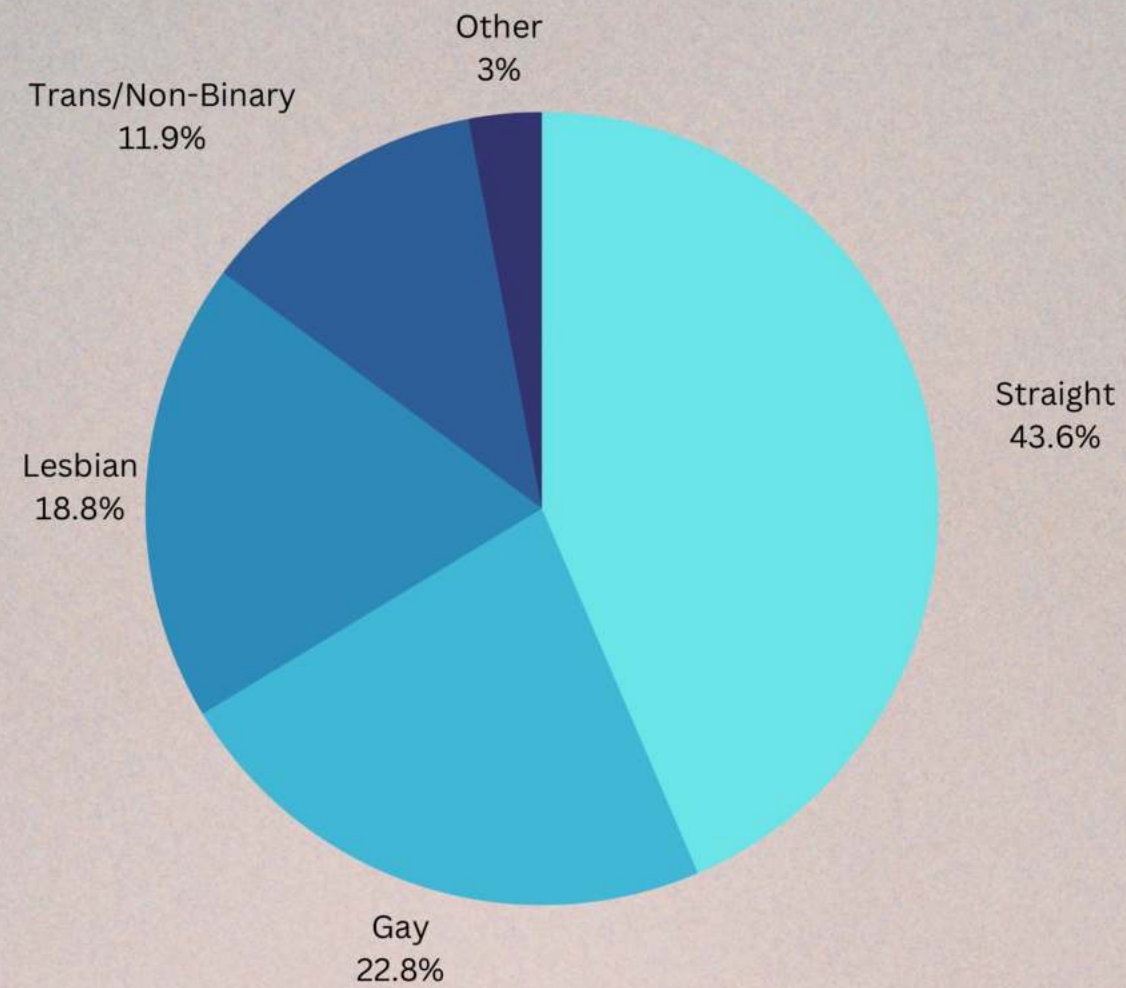
FOR 2024, WE ARE INCLUDING A NEW BLACK LENS SERIES AND AN INDIGENOUS SHOWCASE TO OUR OFFERINGS TO INCREASE OUR DIVERSITY ACROSS THE BOARD

DEMOGRAPHICS

AGE

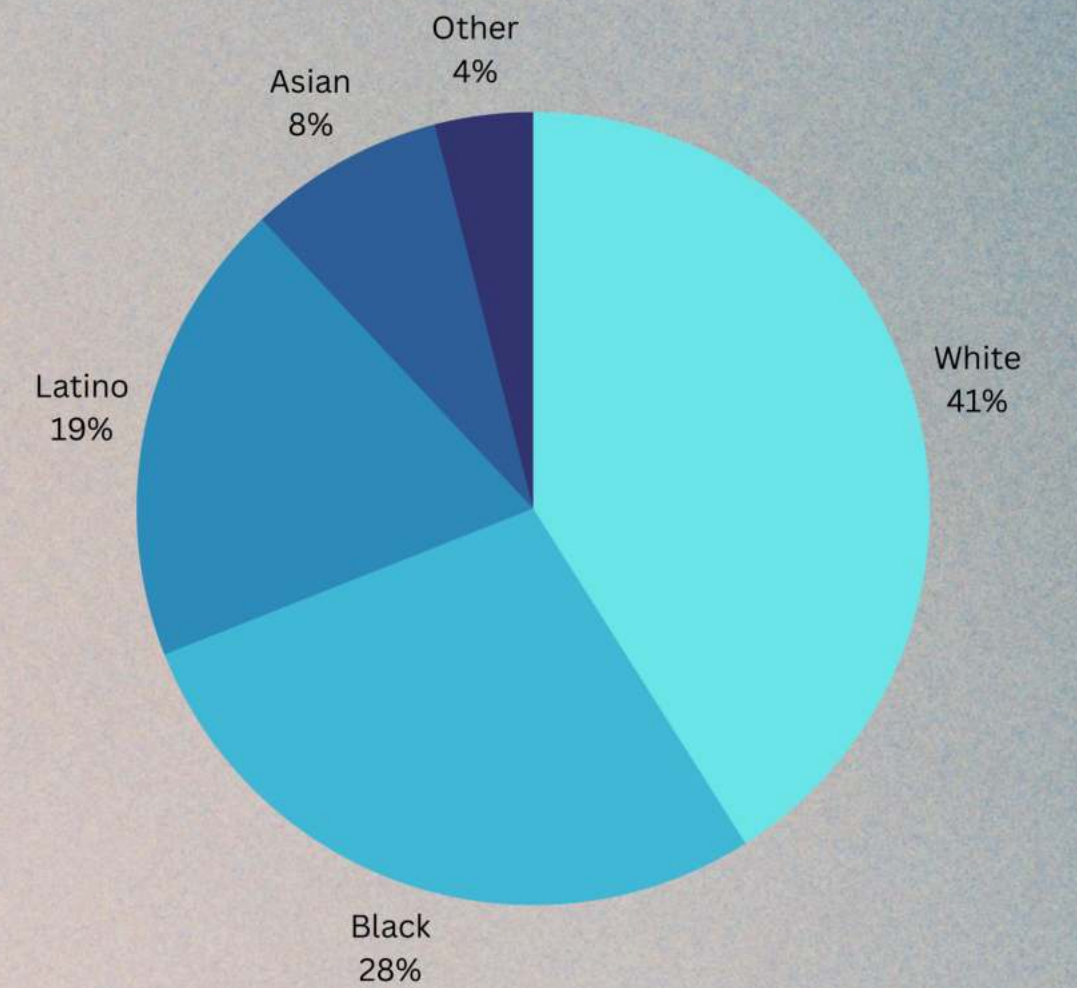


IDENTITY



OVER 50% NON-HETERO AUDIENCE

RACE



59% BIPOC AUDIENCE

SPONSORSHIP LEVELS

COMMUNITY SPONSOR

**\$500 -
\$1,000**

SPONSOR BENEFITS:

- 1/2 PAGE PROGRAM GUIDE AD
- SLIDESHOW AD
- WEBSITE PLACEMENT
- NEWSLETTER PLACEMENT
- 4 OPENING NIGHT TICKETS
- 2 ALL ACCESS PASSES
- ONE CO-PRESENTED FILM
- 6 TICKETS TO CO-PRESENTED FILM

MAJOR SPONSOR

**\$1,001-
\$5,000**

SPONSOR BENEFITS:

- 1/2 PAGE PROGRAM GUIDE AD
- SLIDESHOW AD
- WEBSITE PLACEMENT
- NEWSLETTER PLACEMENT
- 6 OPENING NIGHT TICKETS
- 3 ALL ACCESS PASSES
- ONE CO-PRESENTED FILM
- 6 TICKETS TO CO-PRESENTED FILM

MARQUEE SPONSOR

**\$5,001-
\$10,000**

SPONSOR BENEFITS:

- FULL PAGE PROGRAM GUIDE AD
- SLIDESHOW AD
- WEBSITE PLACEMENT
- NEWSLETTER PLACEMENT
- 6 OPENING NIGHT TICKETS
- 4 ALL ACCESS PASSES
- ONE CO-PRESENTED FILM
- UNLIMITED TIX TO CO-PRESENTED FILM
- STEP AND REPEAT PLACEMENT

PRESENTING SPONSOR

**\$10,000
PLUS**

SPONSOR BENEFITS:

- FULL PAGE PROGRAM GUIDE AD
- SLIDESHOW AD
- WEBSITE PLACEMENT
- NEWSLETTER PLACEMENT
- 10 OPENING NIGHT TICKETS
- 6 ALL ACCESS PASSES
- ONE CO-PRESENTED FILM
- UNLIMITED TIX TO CO-PRESENTED FILM
- STEP AND REPEAT PLACEMENT

AD SALES

1/2 PAGE PROGRAM GUIDE AD

\$250

**SPECS:
5 X 3.25 (FULL COLOR, PDF)**

**THIS AD WILL BE FEATURED IN ALL 3,000
PRINTED PROGRAM GUIDES AT THE FESTIVAL**

FULL PAGE PROGRAM GUIDE AD

\$500

**SPECS:
5 X 7 (FULL COLOR, PDF)**

**THIS AD WILL BE FEATURED IN ALL 3,000
PRINTED PROGRAM GUIDES AT THE FESTIVAL**

SLIDESHOW AD

\$300

**SPECS:
1920 X 1080 (PNG)**

**THIS SLIDESHOW AD WILL SCREEN BEFORE
EVERY FILM AND EVENT AT THE FESTIVAL**

COMBO: 1/2 PAGE PROGRAM GUIDE AD + SLIDESHOW AD

\$500

**SPECS:
5 X 3.25 (FULL COLOR, PDF)
1920 X 1080 (PNG)**

**FULL PROGRAM GUIDE/SLIDESHOW
PLACEMENT THROUGHOUT THE FESTIVAL**

SPECIFIC SPONSORSHIPS

\$500

SPONSOR A FILM

\$1,500

**INDIGENOUS
SHOWCASE SPONSOR**

\$1,000

BADGE SPONSOR

\$1,500

**SPONSOR A
PODCAST**

\$1,500

**SATURDAY NIGHT
PARTY SPONSOR**

\$2,500

**OPENING NIGHT
PARTY SPONSOR**

\$1,500

**BLACK LENS
SPONSOR**

\$3,000

**PROGRAM GUIDE
SPONSOR**

SPONSORSHIPS

SPONSOR A PODCAST

EACH YEAR WE INVITE NATIONALLY RENOWNED PODCASTS FOR LIVE RECORDINGS AT OUR FEST

BY SPONSORING ONE OF OUR PODCASTS, YOU WILL BE EXPOSING YOUR BRAND TO OVER 10,000 SUBSCRIBERS

WE WILL BRAND THE EVENT WITH YOUR BUSINESS AND OUR HOSTS AND GUESTS WILL PROMOTE IT LIVE DURING THE RECORDING



SCREEN DRAFTS PODCAST

SPONSORSHIPS

SPONSOR A PARTY

WHEN YOU SPONSOR EITHER OUR OPENING OR SATURDAY NIGHT PARTY, WE BRAND THE ENTIRE EVENT WITH YOUR BUSINESS OR ORG

YOU CAN HAVE WHATEVER IN-PERSON PRESENCE YOU WOULD LIKE, AND YOU RECEIVE THE SAME PERKS AS OUR MARQUEE SPONSORSHIP PACKAGE

THIS IS A GREAT WAY TO ATTACH YOUR BRAND TO SOME OF OUR MORE FUN EVENTS



AWARDS RECEPTION

2023 (AT A GLANCE)

TOTAL TICKETS SOLD - 1,100

TOTAL NEWSLETTER REACH - 116,000

TOTAL FREE TICKETS - 170

CAPITOL HILL IMPACT - \$22,500

VENUES USED

**SIFF CINEMA EGYPTIAN
NORTHWEST FILM FORUM
CENTURY BALLROOM
QUEER/BAR**

COMMUNITY PARTNERS

**MUBI
FANGORIA
SEADOC
SEATTLE FILM COMMISSION
SCARECROW VIDEO
C89.5
THE STRANGER**

WHAT TO EXPECT (FOR 2024)

OVER 100 FILMS/PROGRAMS

OPENING NIGHT "YACHT ROCK" PARTY

HIGH PROFILE GUESTS

LIVE PODCASTS AND EVENTS

VENUES

**NORTHWEST FILM FORUM
THE ERICKSON THEATER
QUEER/BAR**

COMMUNITY PARTNERS

**LANGSTON SEATTLE
SEATTLE'S LGBTQ+ CENTER
GSBA
CRYPTICON SEATTLE
SEATTLE PRIDE
AND MORE TO COME**

LET'S WORK TOGETHER

**Collaborate with our team to create a custom
sponsorship package that meets all of your
corporate and community goals!**



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